

Singaporean Travelers to
CALIFORNIA

Prepared for
California Tourism

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EXECUTIVE SUMMARY

SINGAPOREAN TRAVELERS TO CALIFORNIA

Total Market. Of 116,000 Singaporean visitors to the U.S., 56.4%, or 65,000 visited California in 2005. This represented a 6.6% increase from 2004, and a drop of 19% from the peak year of 2000.

	Visitors to CA from Singapore (est.)	Singapore to CA as % of total US
1997	75,000	58.8%
1998	58,000	56.7%
1999	62,000	52.2%
2000	80,000	58.6%
2001	57,000	57.8%
2002	54,000	55.1%
2003	48,000	55.4%
2004	61,000	57.5%
2005	65,000	56.4%

Main Destination. Almost three-fourths of all Singaporean visitors to California (72%) reported California was the main destination of their U.S. trip. Leisure visitors from Singapore reported a higher percentage (85%).

Purpose of Trip. Among all Singaporean visitors to California in 2005, 61% reported vacation/holiday was one of their major reasons for traveling. Other reasons for traveling included business (42%), visiting friends/relatives (29%), and attending a convention (17%).

Visitors often report multiple purposes of trip. Most leisure visitors from Singapore (84%) reported visiting California in 2005 on vacation/holiday. The proportion of leisure visitors who were visiting friends and relatives was 38%.

Port of Entry. A combined total of 75% of Singaporean visitors to California entered the U.S. through west coast ports. Two-fifths (41%) entered through Los Angeles, followed by San Francisco (34%).

Top Metropolitan Areas Visited in California. Singaporean visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (56%), San Francisco (54%) and Anaheim (18%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from Singapore, whether traveling for business or leisure, were shopping and dining.

Singaporean travelers are the most likely to go shopping of the major overseas visitor groups studied.

Advance Trip Decision. Singaporean travelers to California reported making their trip decision 53 days in advance of their trip. This is a shorter average trip decision time than the 90 days reported by all overseas visitors to California. Singaporean leisure travelers made their trip decision 67 days in advance of their trip.

Means of Booking Air Trip. Almost six in ten Singaporean travelers to California (58%) booked their air trip via a travel agent. This result was close to the average of the other major overseas markets to California (57%).

Means of Booking Lodging. About 23% of all Singaporean visitors and 20% of Singaporean leisure travelers pre-booked their lodging via a travel agent. In 2005 16% of Singaporean travelers and 19% of Singaporean leisure travelers reported booking lodging with the hotel or motel directly.

Trip Information Sources. Among Singaporean visitors to California, the most frequently mentioned sources of information included a travel agency (49%), followed by personal computer (41%), direct information from airlines (26%), friends/relatives (16%), and corporate travel departments (14%).

Length of Stay. Singaporean visitors stayed an average of 17.6 nights in the U.S. and 9.7 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 67% of Singaporean travelers to California with a median age of 40 years. This is about the same median age reported by all overseas visitors to California (42 years). Women represented 33% of all Singaporean travelers to California in 2005, with a median age of 40 years compared to 40 years reported by all overseas female visitors. Looking at leisure travel only, about 60% of Singaporean leisure travelers to California are men and 40% are women.

Travel Party Size. Most (88%) of Singaporean travel groups consist of adults only. Only 12% of Singaporean travel groups to California include children. Leisure travel groups to California from Singapore were the most likely of all major overseas market leisure travelers studied to include children (28%). The mean travel party size for all Singaporean visitors to the state was 1.5 people and the party size for leisure visitors was 2.1 people.

Annual Household Income. Visitors from Singapore reported relatively high median household incomes (\$91,400) relative to all overseas visitors to California (\$78,800). The median household income of Singaporean leisure visitors to California was (\$76,000).

Accommodations. Most of Singaporean visitors (88%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is higher than the 79% reported by all overseas visitors to California. Singaporean leisure visitors reported nearly as high a propensity to stay in a hotel/motel (86%). A fairly average 22% of all Singaporean visitors and 33% of Singaporean leisure visitors stayed in a private home in 2005.

Use of Prepaid Package. In 2005, only 7% of Singaporean visitors and 12% of Singaporean leisure visitors used prepaid packages.

Expenditures. Visitors to California from Singapore spent an estimated 83 million dollars in California in 2005. Singaporean visitors were spending an average of \$131 per day during their visit. Leisure visitors from Singapore spent an average of \$96 per day. Each visitor to California from Singapore spent an average of \$1,271 in the state, and each leisure visitor spent an average of \$1,142 in California.

Average International Airfare. Average international airfare to the U.S. was \$2,308 for Singaporean visitors and \$1,465 for Singaporean leisure visitors.